

<i>SERFF Tracking Number:</i>	<i>AMRP-127776473</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>World Insurance Company</i>	<i>State Tracking Number:</i>	<i>50119</i>
<i>Company Tracking Number:</i>	<i>AR-WIPRESTDMS-2012 REV</i>		
<i>TOI:</i>	<i>MS02I Individual Medicare Supplement - Pre-Standardized</i>	<i>Sub-TOI:</i>	<i>MS02I.000 Medicare Supplement - Pre-Standardized</i>
<i>Product Name:</i>	<i>World MS - PreStd</i>		
<i>Project Name/Number:</i>	<i>1/1/2012 Rate Adjustment/AR-WIPRESTDMS-2012 rev</i>		

Filing at a Glance

Company: World Insurance Company

Product Name: World MS - PreStd

TOI: MS02I Individual Medicare Supplement - Pre-Standardized

Sub-TOI: MS02I.000 Medicare Supplement - Pre-Standardized

Filing Type: Rate

SERFF Tr Num: AMRP-127776473 State: Arkansas

SERFF Status: Closed-Approved- Closed State Tr Num: 50119

Co Tr Num: AR-WIPRESTDMS- 2012 REV State Status: Approved-Closed

Reviewer(s): Stephanie Fowler
 Authors: Susan Dop, Deb Strahl
 Disposition Date: 11/08/2011
 Date Submitted: 10/27/2011
 Disposition Status: Approved-Closed

Implementation Date Requested: 01/01/2012

State Filing Description:

Implementation Date:

General Information

Project Name: 1/1/2012 Rate Adjustment

Project Number: AR-WIPRESTDMS-2012 rev

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 11/08/2011

State Status Changed: 11/08/2011

Created By: Susan Dop

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Susan Dop

Filing Description:

Rate Filing for Individual Pre-Standardized Medicare Supplement Forms

Company and Contact

Filing Contact Information

Susan Dop,

601 6th Ave.

Des Moines, IA 50309

susan.dop@americanenterprise.com

515-245-2034 [Phone]

SERFF Tracking Number: AMRP-127776473 State: Arkansas
Filing Company: World Insurance Company State Tracking Number: 50119
Company Tracking Number: AR-WIPRESTDMS-2012 REV
TOI: MS021 Individual Medicare Supplement - Pre- Sub-TOI: MS021.000 Medicare Supplement - Pre-
Standardized Standardized
Product Name: World MS - PreStd
Project Name/Number: 1/1/2012 Rate Adjustment/AR-WIPRESTDMS-2012 rev

Filing Company Information

World Insurance Company CoCode: 70629 State of Domicile: Nebraska
11808 Grant Street Group Code: 3527 Company Type: Life and Health
Omaha, NE 68103-8000 Group Name: American Enterprise State ID Number:
(402) 496-8289 ext. [Phone] FEIN Number: 47-0339860

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
World Insurance Company	\$50.00	10/27/2011	53267278

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Stephanie Fowler	11/08/2011	11/08/2011

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TOI:	MS02I Individual Medicare Supplement - Pre-Standardized	Sub-TOI:	MS02I.000 Medicare Supplement - Pre-Standardized
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Disposition

Disposition Date: 11/08/2011

Implementation Date:

Status: Approved-Closed

Comment: We have approved this rate filing. There was no increase requested.

Company Name:	Overall % Indicated Change:	Overall % Rate Impact:	Written Premium Change for this Program:	# of Policy Holders Affected for this Program:	Written Premium for this Program:	Maximum % Change (where required):	Minimum % Change (where required):
World Insurance Company	0.000%	0.000%	\$0	2	\$7,011	0.000%	0.000%

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<i>Company Tracking Number:</i>	<i>AR-WIPRESTDMS-2012 REV</i>		
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<i>Product Name:</i>	<i>World MS - PreStd</i>		
<i>Project Name/Number:</i>	<i>1/1/2012 Rate Adjustment/AR-WIPRESTDMS-2012 rev</i>		

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Health - Actuarial Justification	Approved-Closed	No
Rate	AR Rates	Approved-Closed	Yes
Rate	AR Rates	Approved-Closed	Yes

SERFF Tracking Number:	AMRP-127776473	State:	Arkansas
Filing Company:	World Insurance Company	State Tracking Number:	50119
Company Tracking Number:	AR-WIPRESTDMS-2012 REV		
TOI:	MS021 Individual Medicare Supplement - Pre-Standardized	Sub-TOI:	MS021.000 Medicare Supplement - Pre-Standardized
Product Name:	World MS - PreStd		
Project Name/Number:	1/1/2012 Rate Adjustment/AR-WIPRESTDMS-2012 rev		

Rate Information

Rate data applies to filing.

Filing Method:	SERFF
Rate Change Type:	Increase
Overall Percentage of Last Rate Revision:	6.000%
Effective Date of Last Rate Revision:	01/01/2011
Filing Method of Last Filing:	SERFF

Company Rate Information

Company Name:	Overall % Indicated Change:	Overall % Rate Impact:	Written Premium Change for this Program:	# of Policy Holders Affected for this Program:	Written Premium for this Program:	Maximum % Change (where required):	Minimum % Change (where required):
World Insurance Company	0.000%	0.000%	\$0	2	\$7,011	0.000%	0.000%

SERFF Tracking Number: AMRP-127776473 State: Arkansas

Filing Company: World Insurance Company State Tracking Number: 50119

Company Tracking Number: AR-WIPRESTDMS-2012 REV

TOI: MS021 Individual Medicare Supplement - Pre- Standardized Sub-TOI: MS021.000 Medicare Supplement - Pre- Standardized

Product Name: World MS - PreStd

Project Name/Number: 1/1/2012 Rate Adjustment/AR-WIPRESTDMS-2012 rev

Rate/Rule Schedule

Schedule Item Status:	Document Name:	Affected Form Numbers: (Separated with commas)	Rate Action:	Rate Action Information:	Attachments
Approved-Closed 11/08/2011	AR Rates	A2485, 1090, HIP02, E840A	Revised	Previous State Filing Number: Percent Rate Change Request:	AMRP- 00 AR- 1268716 WIPRESTDMS- 88 Rates-2012.pdf
Approved-Closed 11/08/2011	AR Rates	GR 838-500	Other	Previous State Filing Number: Rate Action Other Explanation:	AMRP- 1268716 88 0

World Insurance Company
Policy Form: GR 838-500
Rates

Current(2010) Annual Premium Rates

Issue Age	Agri Trust
All	\$ 3,061.88

Mode:	Annual	Semi-Annual	Quarterly	Monthly
Modal Factor:	1.000	0.500	0.250	0.083

World Insurance Company

Medicare Supplement

World Policy Form A2400

Current (2011) Annual Premium Rates

Arkansas

SMOKER RATES

AGE AT ISSUE	POLICY FORM A2400	RIDER FORM R2400
65+	2,917.19	878.77

AGE AT ISSUE	POLICY FORM A2480	RIDER FORM R2480	RIDER FORM R2481
65-69	11,082.57	2,726.67	908.95
70-74	11,082.57	2,726.67	908.95
75-79	11,082.57	2,726.67	908.95
80-84	11,082.57	2,726.67	908.95
85+	11,082.57	2,726.67	908.95

AGE AT ISSUE	POLICY FORM A2485	RIDER FORM R2486	RIDER FORM R2487
65-69	10,205.97	3,447.86	1,622.34
70-74	10,205.97	3,447.86	1,622.34
75-79	10,205.97	3,447.86	1,622.34
80-84	10,205.97	3,447.86	1,622.34
85+	10,205.97	3,447.86	1,622.34

NONSMOKER RATES

AGE AT ISSUE	POLICY FORM A2400	RIDER FORM R2400
65+	2,917.19	878.77

AGE AT ISSUE	POLICY FORM A2480	RIDER FORM R2480	RIDER FORM R2481
65-69	10,528.42	2,590.32	863.50
70-74	10,528.42	2,590.32	863.50
75-79	10,528.42	2,590.32	863.50
80-84	10,528.42	2,590.32	863.50
85+	10,528.42	2,590.32	863.50

AGE AT ISSUE	POLICY FORM A2485	RIDER FORM R2486	RIDER FORM R2487
65-69	9,185.35	3,103.06	1,460.10
70-74	9,185.35	3,103.06	1,460.10
75-79	9,185.35	3,103.06	1,460.10
80-84	9,185.35	3,103.06	1,460.10
85+	9,185.35	3,103.06	1,460.10

Modal Premiums:

Semi-Annual - 52% of Annual

Quarterly - 26.5% of Annual

Monthly - 9% of Annual

Check-O-Matic - 1/3 of Quarterly

World Insurance Company

Medicare Supplement

Security General Life Form H-187-880 Plan Code 876
(CH227A)

Current (2011) Annual Premium Rates

Arkansas

Annual Premium Rates (All Issue Ages)	8,931.78
Optional Benefits-Prescription Drugs (All Ages)	219.18

World Insurance Company

Medicare Supplement

Bankers Multiple Line Policy Form 764A

Current (2011) Annual Premium Rates

Rates 764A

Policies Issued on or before February 1977

Age	Rates
00-99	69.43

Policies Issued after February 1977 with Rider 59354

Age	Rates
00-69	68.06
70-74	69.64
75-99	75.61

Rate schedule substitution date based on inforce policies as of 3/1/02

To determine the Quarterly, Semi-Annual, and Annual rates,
multiply the Monthly Rate, as shown above, by:

Quarterly	2.864
Semi Annual	5.618
Annual	10.909